



THE GYM Commemorates 25 Years of Awareness, Education, and Empowerment with National Breast Cancer Awareness Month Events

Month-Long Series of Events Benefit Support Connection and Northern Westchester Hospital

Armonk, NY (September 15, 2009) – THE GYM, a premier fitness center and health club in Westchester County, has long supported cancer-related causes. To mark the 25th anniversary of National Breast Cancer Awareness Month in October, the Armonk-based facility will raise funds and awareness to help combat the devastating disease. This year, THE GYM is partnering with Northern Westchester Hospital in Mount Kisco and Support Connection, a breast and ovarian cancer non-profit in Yorktown Heights, to sponsor a special month-long series of events to educate the community about breast cancer prevention, treatment, and support options.

Aside from skin cancer, breast cancer is the most common cancer diagnosed in women across the United States. In Westchester County, annual incidence rates of cancer have increased in recent years, though mortality rates have decreased, due in part to the influence of awareness, education, and improved treatment. In 2008, female breast cancer accounted for 15 percent of all cancer cases and almost nine percent of all cancer deaths.

A team of industry leading medical professionals at The Breast Institute at Northern Westchester Hospital offer specialized oncology care that includes Aesthetic Oncology™, reconstructive breast surgery, and comprehensive cancer treatment. This team approach to patient care is provided in a respectful, patient-centered, and nurturing environment that incorporates advanced technologies to ensure women receive the highest standard of quality care.

Founded in 1996, Support Connection provides one-on-one peer counseling, workshops, wellness classes, public education outreach, and referral services to women diagnosed with breast and ovarian cancer – along with friends and families – in Westchester, Putnam, and Dutchess counties. They have a toll-free support and information line (1-800-532-4290) enabling them to help people across the country. With Support Connection, if you're living with breast or ovarian cancer, you don't have to face it alone.

National Breast Cancer Awareness Month activities held at THE GYM and are open to members and non-members. All proceeds from the following events will directly benefit Northern Westchester Hospital and Support Connection:

Treadmill Donations

Monday, October 5 – Sunday, October 11

For each mile run, THE GYM will make a donation to Northern Westchester Hospital and Support Connection. Members are encouraged to make matching contributions. Two treadmills will be designated for use.

Open House at THE GYM

Monday, October 12 – Sunday, October 18

THE GYM will open its doors and offer classes with its expert staff members for \$20 per session. All proceeds from the class sessions will directly benefit Northern Westchester Hospital and Support Connection. Enrollment fees will also be waived for new members.

- Oct. 12 – Pilates Boot Camp with Ellen Pollack (11:30am)
- Oct .13 – Open Hearts Yoga with Susan Rubin (1:00pm)
- Oct. 16 – Zumba with Marie Roberts (5:00pm)

Wine Tasting

Friday, October 16 (6:30pm)

A special wine tasting event at THE GYM, hosted by Wine Geeks Armonk, is open to both members and non-members. There is a \$20 donation, which will directly benefit Northern Westchester Hospital and Support Connection. Wine donated by Second Story Selections.

Chinese Auction

Monday, October 19 – Saturday, October 31

Auction items will be displayed at the front of THE GYM. Members and non-members may bid on items via sign-up sheet. Current prize sponsors for the auction include Grand Prix New York, Adventures in Advertising, Antonees Gourmet Gift Baskets, among others. The highest bidder at the end of the two week period will receive the designated item.

Aesthetic Oncology of the Breast / Advancements in Breast Imaging

Wednesday, October 21 (10:00am – 12:00pm)

Dr. Anthony C. Cahan, (M.D., F.A.C.S.), Chief of Breast Surgery at Northern Westchester Hospital, and Dr. Bonnie Litvack, (M.D.), Women's Imaging Center at Northern Westchester Hospital, will each give a special presentation followed by a question and answer session.

Dr. Cahan's presentation, "Aesthetic Oncology of the Breast," will discuss the unique options offered at the Breast Institute as well as the collaboration of the hospital's oncologic and reconstructive plastic surgeons to maximize patient care and aesthetic outcomes.

Dr. Litvack will present "Advancements in Breast Imaging," an exploration of breakthroughs in breast imaging, including digital mammography, breast MRI, ultrasound and minimally invasive biopsies, along with an outline of the hospital's focus on individualized care and coordination of a patient's care plan from diagnosis through treatment.

Kids Costume Party

Friday, October 30 (6:15pm)

After last year's success, THE GYM's Kids Costume Party will once again be held in the Basketball Gym. Children ages 2 to 9 years old welcome (members and non-members). A \$10.00 donation per child is suggested.

Members of THE GYM are also encouraged to attend the following events held at partner organizations:

Northern Westchester Hospital

All events are free and open to the public. For more information, contact Teresa Alongi at (914) 666-1295.

Wednesday, October 7: *Beauty Pearls for Chemo Girls* Lecture and Book Signing by Authors: Cancer Survivor Marybeth Maida and Beauty Industry Insider Debbie Kiederer. 2-4pm and 7-9pm.

Wednesday, October 14: Herbal and Nutritional Approaches to Cancer Care and Prevention with Presenter Donnie Yance. 6pm.

Tuesday, October 20: Minimally Invasive and Robotic Surgery at Northern Westchester Hospital with Panel of Experts - Warren Bromberg, MD, Navid Mootabar, MD, Iris Wertheim, MD, Jerald Wishner, MD. 6pm.

Support Connection

Sunday, October 4: The 15th Annual Support-A-Walk raises funds for Support Connection's free, confidential services for people affected by breast and ovarian cancer. Held annually at FDR State Park, Route 202, Yorktown Heights, N.Y. 10am (pre-walk activities at 9am). To register or donate, visit www.supportconnection.org or call 914-962-6402.

October programs for women with breast and ovarian cancer: For a full calendar of programs offered by Support Connection, including support groups plus wellness and educational programs, visit www.supportconnection.org

THE GYM is located on 99 Business Park Drive, Armonk, NY. Please call (914) 219-1601 or visit www.GetToTheGym.com for more information. For the latest updates, follow THE GYM on Facebook (THE-GYM-Armonk-NY).

About THE GYM

THE GYM is a complete lifestyle and fitness center, designed to promote healthy living in a first class atmosphere. Its unique approach integrates specialized training programs with nutrition and weight management counseling for total body conditioning and optimal fitness. THE GYM is known for its superior quality equipment, expert staff and special amenities, including a clothing boutique, juice bar, spa and child play area. The staff's attentive service and the facility's array of programs and services provide guests with a state-of-the-art experience. THE GYM is located on 99 Business Park Drive, Armonk, NY. Please visit www.GetToTheGym.com or call (914) 219-1601.

About Northern Westchester Hospital

Founded over 90 years ago, Northern Westchester Hospital is a 233-bed facility serving Northern Westchester, Putnam, and Southern Dutchess Counties. It has long been recognized as one of the region's premier healthcare providers, offering state-of-the-art care in a community setting. With all private patient rooms, dedicated and compassionate nursing and support staff and more than 600 highly qualified physicians on its medical staff, Northern Westchester Hospital offers a complete range of diagnostic, medical and surgical services on an emergency, inpatient and outpatient basis. For more information, visit www.nwhc.net or call (914) 666-1200.

About Support Connection

Support Connection, Inc. is a 501 (C) (3) not-for-profit organization that provides free, confidential support services and programs to people affected by breast and ovarian cancer. Founded in 1996, Support Connection is based in Yorktown Heights, N.Y., but through their toll-free hotline and website they serve people throughout the country. Services include: One-on-one peer counseling and support groups, offering women the opportunity to connect with other cancer survivors; ongoing wellness classes; Holistic health workshops; public educational programs; information; referral services and a toll-free cancer information and support hotline (1-800-532-4290.) Support groups and other programs are often offered outside of business hours at convenient locations in Westchester, Putnam, and Dutchess counties. To learn more, visit www.supportconnection.org or call (914) 962-6402.

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